

MAR -9 1922 ✓

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©CLL 17624 C ✓ THE WORLD'S CHAMPION ✓

✓
Photoplay in five reels ✓

✓
Based upon the play "The Champion" by Thomas
Louden and A. E. Thomas ✓

Adapted by J. E. Nash and Albert Shelby Levine ✓

Directed by Philip E. Rosen ✓

Author of the photoplay (under Sec. 62)

Famous Players-Lasky Corporation of the U. S. ✓

Release No. 2156

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World's Champion

Star: Wallace Reid

Director: Philip E. Rosen

Story by: A.E. Thomas and Thomas Loudon

Scenario by: J.E. Nash

Supervised by: Thompson Buchanan

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Something of the picture:

Here is a pictured story with all the humor, the swiftness and the unexpected ending-ness that was so typical of O. Henry. Has love interest in abundance and smiles --- why they're popping out of it like corks at a successful home-brewer's house. Concisely stated, it concerns the adventures of a young Englishman, son of a prosperous Britisher aspiring to the peerage. Leaving home he goes to America and becomes a champion of the prize-ring. Meanwhile his family climbs steadily up the social ladder and have just about reached the ultimate of their aspirations, when son returns home. This seemingly will precipitate a crisis and result in a complete overthrow of their hopes. Which in other words would seem that their name is mud, for a prize-fighter in a peer's family would be unthinkable. However, at the critical moment when the family is being presented, the vast concourse of noblemen present hearing that a boxing champion is amongst them, flock around him and is a hit with them for all time, he having retired undefeated. The relief of the family is colossal.... And of course he gets the girl who, even though she has not been mentioned, has been there all the time.

The Cast.

William Burroughs.....	Wallace Reid
Lady Elizabeth.....	Lois Wilson
John Burroughs.....	Lionel Belmore
George Burroughs.....	Henry Miller, Jr.
Mrs. Burroughs.....	Helen Dunbar
Rev. David Burroughs.....	Leslie Casey
Lord Brockington.....	S.J. Sanford
Butler.....	W.J. Ferguson
Mooney.....	Guy Oliver

Pertinent pointers:

Sometimes in a photoplay you will see a real honest-to-goodness fight with all the elemental fury of bare fists. Sometimes you will see just

as willing a fight in the twenty-foot ring, the constants wearing gloves: but seldom, if ever, do you see a picture forcefully illustrating both methods. Therefore it is quite reasonable to believe that "The Champion" has set a precedent, for in it Wallace Reid fights both types of fights with equal gusto. The picture, too, has the reputation of having been Broadway's outstanding comedy success for 1921. Kid McCoy, a retired world's ex-champ is in the cast --- and his are no puss-in-the-corner methods; he believes in realities. The unexpected turn of the story towards the end will make it double enjoyable.

Exploitation possibilities:

The exhibitor showing this picture has got every drop of red blood in the town immediately he announces the type of picture that it is. He can start off with teaser-lines such as "The Champion is coming", "The Champion cannot be beaten". Tieups are certainties with every sporting goods house, athletic club and sporting organization. Virtually a picture with exploitation possibilities unlimited.

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